To: Edina Transportation Commission

From: Mark K. Nolan, AICP, Transportation Planner

Date: January 15, 2015

Subject: *Vision Zero* Presentation by Jay Walljasper

Agenda Item #: VI. A.

Action ☐
Discussion ☒
Information ☒

Action Requested:

None.

Information / Background:

Writer and speaker Jay Walljasper recently wrote an article for Project for Public Spaces (PPS) titled "A New Vision to Fix the Tragedy No One Ever Thinks About" (www.pps.org/blog/a-new-vision-to-fix-the-tragedy-no-one-ever-thinks-about/). Jay will be on-hand to give a presentation regarding this topic. Please read the following regarding the article:

> The bias in our national philosophy towards high speed mobility has long been a topic that PPS has advocated against. In addition to stifling Placemaking, forcing people into cars has contributed to a host of growing national problems. Most compelling of those problems is the incredible pedestrian carnage. Yet until recently public outcry was minimal and government investment in transportation paid only lip service to annual fatalities that amount to the equivalent of one major airplane crash each month. Fortunately, the pendulum has swung back towards our cities, states, and federal government taking action.

> In a two part series, long time PPS friend and PPS Senior Fellow Jay Walljasper will walk us through the growing new vision to address this tragedy. Part 1 – A New Vision to Fix the Tragedy No One Ever Thinks About – describes emerging pedestrian safety initiatives around the world.

A popular speaker, veteran communications strategist, award-winning writer and community consultant, Jay Walljasper gathers stories and practices from around the world that point us toward a better and more enjoyable future. He covers a wide variety of topics, with particular specialties in community and urban issues, travel, sustainability, cultural commentary, and the commons.

For more information about Jay, visit his website at: www.jaywalljasper.com

Attachments:

None